

# 'Live your Story' through diverse Dubai experiences

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With the return of tourists to Dubai and the staggered reopening of international markets, the Department of Tourism and Commerce Marketing (Dubai Tourism) is ramping up its marketing efforts worldwide through a brand new global campaign, 'Live Your Story' designed to highlight the unique ways in which travellers can create their own special holiday experiences across the city.

The 'Live Your Story' campaign was launched as a digital activation on Emirates' popular inflight entertainment system, and will be gradually rolled out this month in 20 languages and via multiple platforms in key source markets that have reopened amid the pandemic. The campaign encourages visitors to enjoy much more than the world famous landmarks and attractions that are synonymous with Dubai's tourism offering. It underscores the many exciting choices that await travellers and invites them to customise exceptional and 'Only in Dubai' experiences to suit their tastes, as well as bond with and benefit from the diversity of cultures that are intrinsic to the social fabric of this global metropolis.

Issam Kazim, Chief Executive Officer, Dubai Corporation for Tourism and Commerce Marketing (DCTCM), said: "As Dubai continues to welcome international tourists, we are also constantly looking at innovative ways to sustain global interest and consideration for the city as the first choice destination for travellers. With an ever-evolving destination proposition, Dubai is renowned for its array of offerings that visitors can enjoy, whether they are first timers or repeat visitors. However, as we make the transition to the new normal, people will be seeking unique and personalised travel experiences, and this campaign highlights our readiness to cater to such preferences. 'Live Your Story' shows a transformative shift in the way we position Dubai from a city of iconic skyscrapers and landmarks to a destination that celebrates the cultures of over 200 nationalities and provides a range of diverse experiences. Through this latest marketing campaign, we will not only guide our visitors to the many options they have to create, share and own their memorable moments in Dubai but also show the world that the city has regained its vibrancy and remains a safe, must-visit destination."

The integrated Dubai brand activation gives a glimpse of the multitude of offerings that await visitors to the city, spanning many leisure touchpoints from heritage to entertainment, outdoor adventures to beach activities, from gastronomy to family-oriented experiences, shopping to luxury. The 'Live

Your Story' tagline will serve as the new foundation for a refreshingly new customer-focused approach that Dubai Tourism will adopt for all future marketing efforts. The tagline is based on a three-component concept – **Live**, refers to an intense experience, one that cannot be narrated or written but has to be lived or experienced; **Your**, which gives a tourist an opportunity to engage in a direct or personal narrative and **Story**, which adds an element of curiosity and mystery to the visitor-generated tourism experience. You may watch the campaign video [here](#).